CLAIMS

WE CLAIM:

1. A method for facilitating travel insurance sales on a computer system that is receiving data during a travel reservation purchase routine, the method comprising the steps of:

(A) monitoring data streams of at least one data sequence relevant to the travel reservation purchasing routine;

(B) identifying a predetermined data stream in the data sequence;

(C) after step B, executing a travel insurance purchase routine, including:

i. launching at least one form with data fields that are to be completed related to purchasing travel insurance; and

ii. populating at least a portion of the data fields with data previously entered during the travel reservation purchase routine; and

(D) outputting a travel insurance policy.

2. The method as recited in claim 1, wherein the data sequence is input data.

3. The method as recited in claim 2, wherein the data sequence is text data related to a legacy mainframe computer system.

4. The method as recited in claim 3, wherein the computer system includes a processor, a data entry device, and an interface between the entry device and the processor, wherein step (A) further comprises monitoring the interface.

5. The method as recited in claim 3, wherein the computer system comprises at least one of a Global Distribution System and a Computer Reservation System.

6. The method as recited in claim 5, wherein data streams further comprise PNR data.

7. The method as recited in claim 1, wherein step (A) further comprises storing the data streams in memory.

8. The method as recited in claim 1, wherein the predetermined data stream indicates a likelihood that a travel reservation will be finalized.

9. The method as recited in claim 1, wherein step (C) further includes launching a window offering an option to purchase travel insurance.

10. The method as recited in claim 1, wherein step (C) includes generating the form locally at the computer system.

11. The method as recited in claim 10, further comprising establishing a connection with a web server over the Internet, and forwarding data related to the travel insurance purchase routine to the web server.

12. The method as recited in claim 1, wherein step (C)includes establishing a connection with a web server over the Internet, and generating the form remotely at the web server.

13. The method as recited in claim 12, further comprising forwarding information related to the travel insurance purchase routine to the web server.

14. The method as recited in claim 1, further comprising the step of:
(E) after step (D), returning to the travel reservation purchase routine.

15. The method as recited in claim 14, wherein step (E) includes populating data entered during the travel insurance purchase routine into the travel reservation purchase routine.

16. The method as recited in claim 15, wherein the populated data includes accounting information.

17. The method as recited in claim 16, wherein the data populated into the travel reservation purchase routine includes information related to travel insurance purchased.

18. The method as recited in claim 1, wherein step (C) further comprises populating data fields with information regarding at least one of 1) an identity of one of the purchasers and 2) details related to the travel reservation.

19. The method as recited in claim 1, wherein step (C) further comprises the step of offering multiple insurance "products to select from to" purchase.

20. The method as recited in claim 1, wherein step (C) further comprises providing an option to accept or decline travel insurance.

21. The method as recited in claim 20, further comprising the step of, generating a database including a summary of information entered during step (C).

22. The method as recited in claim 21, wherein at least one of steps A-D are performed by a travel agency, wherein the database includes a summary of information related to the travel agency.

23. A method for automatically generating a routine during operation of a transaction software application operating on a computer, the steps comprising:

(A) monitoring and capturing transaction data entered into the software application;

(B) identifying a predetermined data sequence in the data entered into the software application;

(C) after step (B), executing a routine offering a sales package related to the transaction software application, wherein the sales package can be accepted or declined; and

(D) if the sales package is accepted at step (C), launching a sales order data entry form and pre-populating the form with previously captured data.

24. The method as recited in claim 23, wherein step (A) further comprises monitoring and capturing keystrokes used to enter data into the software application.

25. The method as recited in claim 24, wherein the keystrokes are monitored and captured via a keyboard interface.

26. The method as recited in claim 25, wherein the transaction data is travel-related data.

27. The method as recited in claim 26, wherein the travel-related data is PNR data.

28. The method as recited in claim 23, wherein step (D) further comprises generating the launching the form locally at the computer.

29. The method as recited in claim 23, wherein step (D) further comprises generating the form remotely at a World Wide Web server over the Internet.

30. The method as recited in claim 23, further comprising the step of populating the transaction software application with data received at the routine.

31. A stored program that is executed on a computer system for facilitating travel insurance sales in parallel with a travel reservation purchase routine, the program configured to:

1) monitor data streams of at least one data sequence relevant to the travel reservation purchasing routine;

2) identify a predetermined data stream in the data sequence;

3) execute a travel insurance purchase routine that A) launches at least one form with data fields that are to be completed related to purchasing travel insurance; and B) populates at least a portion of the data fields with data previously entered during the travel reservation purchase routine; and

4) provide a travel insurance policy.

32. The program as recited in claim 21, wherein the data sequence is input data.

33. The program as recited in claim 32, wherein the data sequence is text data related to a legacy mainframe computer system.

34. The program as recited in claim 33, wherein the computer system includes a processor, a data entry device, and an interface between the entry device and the processor, wherein the stored program monitors data streams via the interface.

35. The program as recited in claim 31, wherein the computer system comprises at least one of a Global Distribution System and a Computer Reservation System.

36. The program as recited in claim 35, wherein data streams further comprise PNR data.

37. The program as recited in claim 31, wherein the stored program is further configured to store the data streams in memory.

38. The program as recited in claim 31, wherein the predetermined data stream indicates a likelihood that a travel reservation will be finalized.

39. The program as recited in claim 31, wherein the stored program is further configured to launch a window offering an option to purchase travel insurance.

40. The program as recited in claim 31, wherein the form is generated locally at the computer system.

41. The program as recited in claim 40, wherein the stored program establishes a connection with a web server over the Internet, and forwards data related to the travel insurance purchase routine to the web server.

42. The program as recited in claim 31, wherein the stored program establishes a connection with a web server over the Internet, and generating the form remotely at the web server.

43. The program as recited in claim 42, wherein the stored program forwards information related to the travel insurance purchase routine to the web server.

44. The program as recited in claim 31, wherein the stored program activates the travel reservation purchase routine after the travel insurance policy is generated.

45. The program as recited in claim 44, wherein data entered during the travel insurance purchase routine is populated into the travel reservation purchase routine.

46. The program as recited in claim 31, wherein the stored program populates data fields with information regarding at least one of 1) an identity of one of the purchasers and 2) details pertaining to the travel reservation.

47. A program to be executed on a computer system for activating a secondary process in parallel with a primary process that receives data, the program configured to:

1) monitor and capture transaction data entered into the software application;

2) identify a predetermined data sequence in the data entered into the software application;

3) execute a routine offering a sales package related to the transaction software application, wherein the sales package can be accepted or declined; and

4) if the sales package is accepted, launch a sales order data entry form and pre-populate the form with previously captured data.

48. The program as recited in claim 47, wherein the stored program monitors and captures keystrokes used to enter data into the software application.

49. The program as recited in claim 48, wherein the keystrokes are monitored and captured via a keyboard interface.

50. The program as recited in claim 49, wherein the transaction data is travel-related data.

51. The program as recited in claim 50, wherein the travel-related data is PNR data.

52. The program as recited in claim 47, wherein the stored program generates the form locally at the computer.

53. The program as recited in claim 47, wherein the stored program generates the form remotely at a World Wide Web server over the Internet.

54. The program as recited in claim 47, wherein the stored program populates the primary process with data received at the secondary process.